

# MSPA Europe/Africa Net Happiness Score

2018



# MSPA EA - Net Happiness Score

## The Happiness Score Plan

In the past MSPA Europe/Africa has conducted a Queue Survey in cooperation with the members, in order to get media attention for the method of mystery shopping. In Athens the MSPA Europe board decided to start a new survey that we think can be even more interesting for our media as well as for our members and their client's.



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## NHS Goal & Mission

One of the preconditions for good customer service is that the employees in the client companies **are happy to serve their customers**. Therefore we measure how happy the employees are when serving the mystery shopper.

We also think it is valuable for MSPA and its members to have some **news related to mystery shopping to promote during the year, since many clients are looking for new MS programs**.

When we have enough members participating, we can make a press release to promote MSPA and the participating companies.

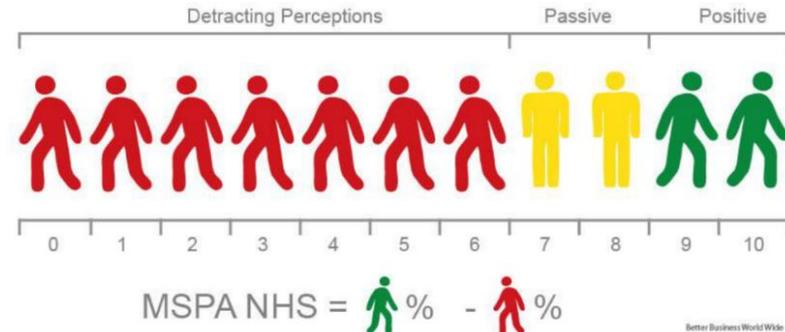


# MSPA EA - Net Happiness Score

## NHS Definition

The Net Happiness Score (NHS) is similar to the Net Promoter Score (NPS) but **reflecting the mystery shoppers' perception of how happy the employee was.**

**Responses 0-6 are regarded as detracting perceptions, 7-8 passive perceptions, and 9-10 positive perceptions.**



By subtracting the percentage of detracting perceptions from the percentage of positive perceptions, we get the net score of happy employees. If there are 100% positive perceptions, the score will be 100 and if there are 100% detracting perceptions, the score will -100.

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## NHS Participants

**39 countries involved in NHS research in 2017!**

We would appreciate more members to join, to make the NHS report even more reliable and powerful!

### Country Coverage

Austria, Azerbaijan, Belarus, Belgium, Benin, Bulgaria, Burkina Faso, Cameroon, Cote d'Ivoire, Croatia, Cyprus, Czech Republic, Denmark, Estonia, France, Georgia, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Russia, Senegal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine, United Kingdom

### Participating MSPA E/A companies:

AB Better Business World Wide, Aba Quality Monitoring, Catalyst, ClientFirst Consulting, Dive Estonia, Dive Latvia, Dive Lithuania, Dive Poland, Doxa, GfK Mystery Shopping, Global Link, Heraklea, Kresearchis, Lagom, Market Vision, Market Vision Slovakia, Mystery Visit, Profpoint, Pulse Market Research, React Surveys, SPIRIT, Store Support, Storecheckers  
VL EVENTS



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## Benefits for Members (PR Case Study from Hungary)

*„ClientFirst Consulting, who provided Hungarian data for the survey, published a press release about their country’s win. This was picked up extensively by the Hungarian media, resulting in more than 20 articles across different magazines and online digests, including Public Life and Business Daily, Public Life Women, and various Marketing and eco online publications.*

*This represents great exposure for MSPA on the topic of mystery shopping. Journalists were very interested in the theme. They created full page articles, asking sellers and buyers for feedback about service, and created online customer satisfaction mini surveys on the subject. This activity perfectly demonstrates the power of mystery shopping when linked to an interesting survey or topic. The media will continue to show interest in NHS and Mystery Shopping in general if we make sure we inform them of the latest industry activities and findings.“*



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How happy were the employee's you met in the outlet during this visit, on a scale 0-10?

We suggest that you add the NHS question in all your checklists/survey forms. If you plan to have the question visible for clients we advise you to agree with them on beforehand. Also inform them that this is a subject opinion by the shopper on a wide scale, and that they will have more use of comparing their aggregated results and benchmarking with other countries and industries, than individual responses from single visits.

On MSPA EA website you can see alternative texts for other languages.



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## Reporting the data

Pull this data from your system and submit it to MSPA at [www.mspa-ea.org](http://www.mspa-ea.org) at one form per country

NB! You will not submit any individual client names!

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NET Happiness Score

Country where the visits have been conducted: (*svar erfordras*)

Number of responses per Industry

Score	Automotive	Finance	Government	Health & Beauty Care	Hospitality	Leisure	Retail	Transport	Other
0	<input type="text"/>								
1	<input type="text"/>								
2	<input type="text"/>								
3	<input type="text"/>								
4	<input type="text"/>								
5	<input type="text"/>								
6	<input type="text"/>								
7	<input type="text"/>								
8	<input type="text"/>								
9	<input type="text"/>								
10	<input type="text"/>								

Company name:

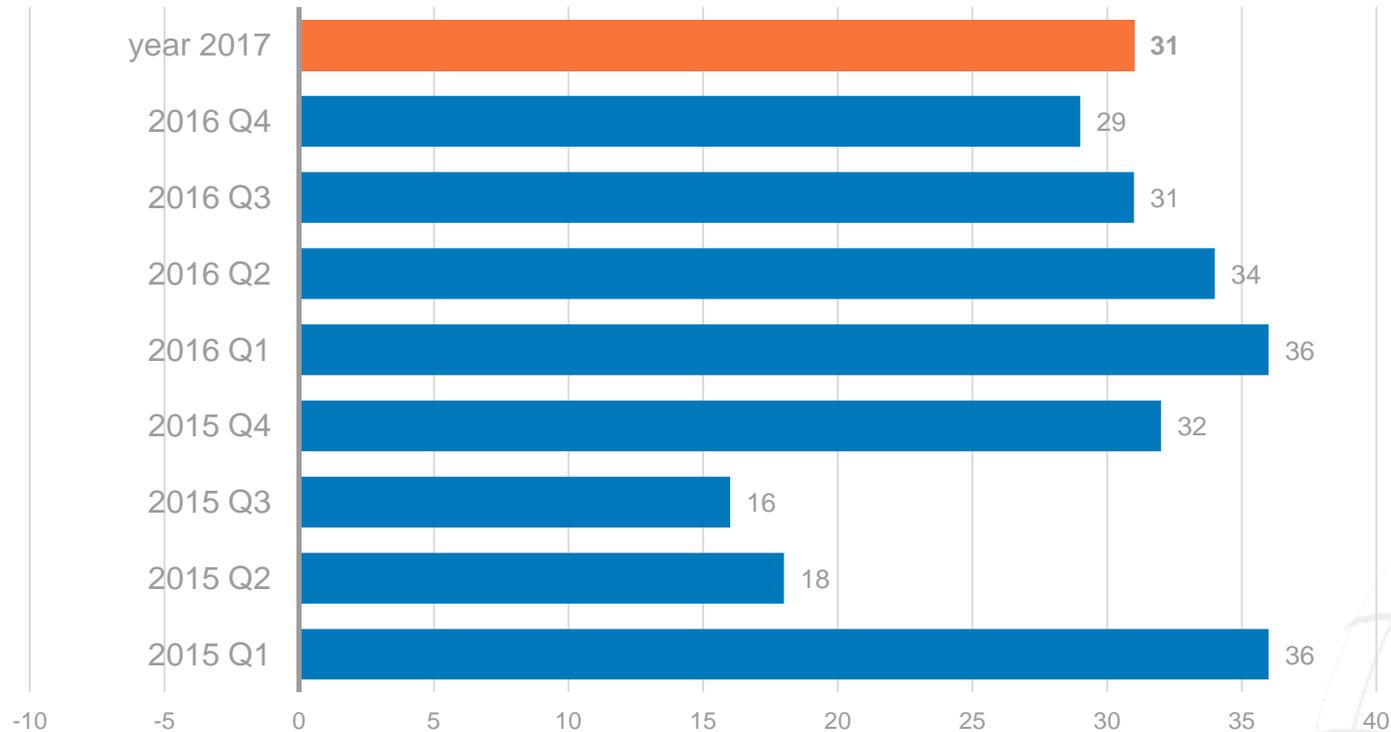
Contact person name:

E-mail address:

# MSPA EA - Net Happiness Score

The NHS report is published **annually**

Participating companies will receive the detailed scores per country and industry.



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## How to Join NHS and send in your data 2018

1. Add the NHS question in your survey forms "How happy was the employee who served you, on a scale 0-10?".
2. After the end of the year, pull the 2018 data per industry on how many answered 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, and 10.
3. Send in your **NHS data** together with the **Smiling Report** results, at [www.SmilingReport.com](http://www.SmilingReport.com)
4. The aim is to have all **data 2018 entered by 31st January 2019**

MSPA recommend all members to take part in the survey use the results to engage their clients more positively and also publish their own press releases to raise their own profile, and the profile of MSPA in their local media.

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**MSPA® EUROPE/AFRICA**

MYSTERY SHOPPING PROFESSIONALS ASSOCIATION